



# Everyone Wins!

SC2 Hartford is an EDA grant-funded competition. Winning teams will produce innovative proposals followed by detailed, actionable economic development plans for the City of Hartford.

**THE GOAL** is to establish Hartford as *the city* where first time, serial and second-stage entrepreneurs start and grow companies with ease.



**SC2 HARTFORD**  
Up to the Challenge

## CITY OF HARTFORD: SC2 Challenge Timeline



**SC2 HARTFORD**  
Up to the Challenge



# SC2 HARTFORD

## Up to the Challenge

FOR IMMEDIATE RELEASE

### Hartford Launches the SC2 Hartford Challenge

*Cash prizes totaling \$900,000 to be awarded*

**HARTFORD, CT**—The City of Hartford is one of only three cities to be selected through a competitive process to participate in the Obama Administration's Strong Cities, Strong Communities Initiative (SC2). The **SC2 Hartford Challenge** is calling for qualified teams to develop a transformative economic development plan—one that establishes Hartford as *The City for Entrepreneurs*. The winning plans will be detailed, feasible and sustainable. They will include comprehensive strategies to attract, assist and retain first time and serial entrepreneurs as well as stage-two companies that want to grow.

According to Thomas E. Deller, Director of Development Services, the **SC2 Challenge** embodies the spirit of innovation. "Rather than hiring a firm to develop an economic development plan, **SC2 Hartford** is inviting people who would not otherwise participate in a government procurement solicitation—those who aren't afraid to think big and who see challenges as opportunities. We believe these multidisciplinary teams will bring new perspectives to an entrenched set of problems."

**SC2 Hartford** has two phases. During Phase I, qualified teams will form and submit proposals. A panel consisting of community leaders will review the proposals. The top three proposals will receive cash prizes of \$60,000 (1st place), \$30,000 (2nd place) and \$10,000 (3rd place). They, and other selected finalists, will advance to Phase II, further developing their proposals into detailed, actionable plans. The winning Finalists will receive the following cash awards:

1st place:	\$500,000
2nd place:	\$100,000
3rd place:	\$75,000
4th place:	\$50,000
5th place:	\$50,000
6th place:	\$25,000

The **SC2 Challenge** process promises to be open, fair and transparent. Qualified teams are strongly encouraged to enter. Registration deadline is July 24, 2014. Phase I proposals are due September 22, 2014.

To register and to get more information, visit [SC2Hartford.com](http://SC2Hartford.com)

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### **City of Hartford invites community to learn about participation in the SC2 Hartford Challenge**

*News & Community Statement*

**March 13, 2014**—The City of Hartford has issued the **SC2 Hartford Challenge**, an EDA grant-funded opportunity for qualified teams to take a fresh approach to developing transformative economic development plans. The upshot for winning teams is sharing in \$900,000 in cash prizes.

The first in a series of **SC2 Hartford** Community Information Meetings will be held on March 25 at 5:00pm, Colt Gateway, 140 Huyshope, Room 625. Anyone interested in participating in the challenge is encouraged to attend, learn more and ask questions.

Rather than hiring a firm to develop the economic development plan, **SC2 Hartford** invites people who would not otherwise participate in a government procurement solicitation to register at **SC2Hartford.com**, form teams and get to work.

**WHO:** Current and Prospective  
SC2 Hartford Participants

**WHAT:** Community Information Meeting

**WHEN:** Tuesday, March 25, at 5:00pm–6:00pm

**WHERE:** Colt Gateway, 140 Huyshope Ave, Hartford, Room 625

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